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Advertising Age

The International Newspaper of Marketing

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Challenge: Restore life to High Life

By SCOTT HUME

Most beer-industry observers credit Philip Morris Inc. with one of the greatest consumer marketing achievements of the century. It moved Milwaukee-based Miller Brewing Co., which ranked as the country's seventh-largest brewer when PM bought it in 1970, to the No. 2 spot in less than 10 years.

But those same observers believe that a marketing miracle of equal proportions may be needed to turn around Miller's ailing High Life brand.

"There's no question that this is as great a challenge as Philip Morris has ever had," said Manny Goldman, beverage analyst with Montgomery Securities, San Francisco.

Miller High Life has lost 5 million bbls., or 25% of its market, since peaking in 1979. While still the nation's No. 3 brand (behind Anheuser-Busch's Budweiser and Miller's own Lite brand), High Life's sales continue to slide.

High Life sales are off 25% from '79.

Since January, Miller has been reviewing the High Life advertising assignment.

The difficult challenge of rescuing the brand will be borne not only by Miller but also by whichever agency finally gets the assignment.

Backer & Spielvogel, New York, has had the task since 1979, when the agency was formed by two executives from former High Life agency McCann-Erickson (AA, June 25, '79, et seq.). Presentations concluded last week from the latest round of challengers for the account: Leo Burnett USA, Chicago, and the New York offices of N W Ayer; Jordan, Case & McGrath, and J. Walter Thompson USA.

The first round of alternate-creative presentations concluded in July. That round included Burnett and two other major shops: Chiat/Day and Doyle Dane Bernbach, both New York.

(Miller executives have never confirmed which agencies have been invited to pitch the account and were not available to be interviewed for this story.)

Although the High Life account has been a $50 million piece of business, it surprises at least one brewery executive that so many of the nation's top agencies would be so eager to confront the challenges of reviving the brand. "What's so amazing to me," he says, "is that so many agencies seem willing to take [the High Life account] on!"

The question everyone is waiting to have answered is: Can *anyone* turn the brand around? The winning agency's challenge may be as great as Philip Morris'.

"Is High Life a goner? I wouldn't go that far. There's a reasonable chance of stemming the erosion," Montgomery Securities' Mr. Gold-

(Continued on Page 112)

CBS may return to cable tv field

By SUSAN SPILLMAN

New York—CBS, which two years ago became the first company to fold a cable tv network, is considering spending $71 million to get back into the cable programming business, sources say.

The media giant is said to be negotiating to buy a one-third interest in four regional sports networks currently owned jointly by Cablevision Systems, Woodbury, N.Y., and Washington Post Co.

CBS also is talking to Cablevision about at least a one-third interest in two national pay tv channels, Bravo and American Movie Classics. Sources reported CBS is willing to pay a total of $71 million for both packages.

Spokesmen for Cablevision, CBS and Washington Post Co. declined comment on the negotiations. Sources said, however, that if details can be worked out, a deal could be signed within a month.

The motivation for CBS to get back into the cable programing arena, analysts said, is to secure another outlet for sports programing. Sports broadcast-rights fees in recent years have risen sharply and having another distribution vehicle beyond the tv network would help CBS stay competitve with NBC and especially ABC in rights bidding.

The analysts further noted that CBS appears concerned that ABC already has its cable sports outlet

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Adman Travis recounts Reagan turning points

Tuesday's winners

By JOHN J. O'CONNOR

New York—It was late on a Friday night last March, and Jim Travis and Jim Weller were putting together a list of people who might want to work on Ronald Reagan's reelection campaign as members of the Tuesday Team.

The two Della Femina, Travisano & Partners executives were standing outside the men's room of the Orso Restaurant on W. 46th Street, and Mr. Travis asked Mr. Weller who he would hate to compete against in a creative shootout. Without hesitation, he replied Hal Riney of Ogilvy & Mather, San Francisco.

Minutes later, Mr. Travis was on the phone to San Francisco, reaching Mr. Riney who was still at the office. Mr. Riney accepted the invitation, and the Tuesday Team's dream creative team began taking shape. In addition to Messrs. Riney and Weller, the Tuesday Team would draw on the creative talents of Ron Travisano of Della Femina, Tom Messner (Ally & Gargano), Phil Dusenberry (BBDO) and Marvin Honig (formerly of Doyle Dane Bernbach and now at Geers Gross).

Mr. Travis, the Tuesday Team's chief executive officer, explained this scenario in a hectic 20-minute interview two days after the President's landslide reelection last week. As he was about to dash to the airport for a 10-day vacation in Europe, Mr. Travis heaped praise on the people who put together more than 50 Reagan tv spots that aired, 35 that were not used and 25 on behalf of the Republican National Committee and the Republican National Congressional Committee.

Winning and losing ad teams in hot Senate races. What agencies expect from a second Reagan term. Page 2.

Accompanied by Mark Zimmerman, a former account exec at J. Walter Thompson USA, New York, who served as account supervisor, Mr. Travis spoke of how the planning and analyis of Tuesday Team media director Robert Hinson (Rosenfeld, Sirowitz & Lawson) enabled the Reagan campaign to achieve a stag-

(Continued on Page 111)

Burger tiff turns chicken

By SCOTT HUME

Forget the "Battle of the Burgers." The Challenge of the Chickens is here.

Wendy's next week breaks a five-week, $15 million campaign for its chicken sandwich, using what has proven to be one of its strongest weapons: The offbeat humor of director Joe Sedelmaier.

Chicken has become one of the hottest marketing battlegrounds in

(Continued on Page 111)

Last Minute News

Swiss court bars Barclay low-nicotine labeling

Lausanne, Switzerland—British American Tobacco Ltd., London, has lost another round in its effort to advertise its Barclay cigaret brand here as a 1mg-tar, 0.2mg-nicotine smoke (*see related item on Page 3*). The Swiss Federal High Court barred BAT from using the low-tar designation in advertising and on packaging, pending a decision by Swiss health authorities on whether Barclay's tar content can be measured adequately by existing cigaret testing equipment. A spokesman for BAT's U.S. subsidiary, Brown & Williamson Tobacco Corp., Louisville, said BAT would change its packaging and advertising to comply with the order.

Fischer returns to Grey as consultant

New York—Keith Fischer, who on May 1 left D'Arcy MacManus Masius here as president, has been quietly working at his old alma mater, Grey Advertising, as a consultant. He has been working two days a week on general management and selected recruiting projects. Mr. Fischer still does not intend to return to the agency business fulltime and is looking into other business ventures.

Tv ad sales expected to hit $9.3 billion in '85

Chicago—Network tv ad sales will top $9.3 billion next year, a 10% increase over 1984, says Television Bureau of Advertising. TvB, which

(Continued on Page 8)

NEWSPAPER

AA
DC20014◆CONGEL FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Agencies cheer vote: 'Consumers will spend'

An Advertising Age roundup

Agency executives across the country are glowing in the aftermath of President Reagan's victory, asserting it means nothing but good news for ad agencies.

The Reagan landslide is "good for business, so it will be good for the agency business," says Mario Donna, partner and co-creative director of Keye/Donna/-Pearlstein, Los Angeles.

Mr. Donna's optimism was echoed by a number of agency heads. A strong economy will continue during the next four years, they believe, bringing in more business from their current client lists as well as first-time advertisers.

They also think the Republican victory means the average American will have more money in his pocket and he'll be more likely to spend it than tuck it away for a rainy day.

"Many clients held their breath during the election. They didn't know if disposable income was going to go down," said Neil Cameron, senior vp-general manager, Ogilvy & Mather/Atlanta. "It would have happened if taxes were going to be increased [under Mondale]."

St. Louis agency executives agree. In the last year they have seen commercial construction on the upswing and unemployment figures fall two percentage points to 7.1%. The city's economy looks better than it has in a long time, and agency executives seem to think Reagan's reelection may clinch the recovery.

Ken Johnson, president of Batz-Hodgson-Neuwoehner, St. Louis, says the victory has buoyed the spirits of many clients who worried about the uncertainties of a change in the administration.

But in Houston, where the economic recovery has been modest at best, opinions about what Reagan's victory means are more tempered.

"I don't think the election will affect Houston's economy one way or another," said Art Casper, president and chairman of Winius-Brandon Advertising. "I just think we're in for some rough times economically, at least for the short term.

"I don't see a giant light at the end of the tunnel because of Reagan's reelection. Had it gone the other way, the tunnel would be a lot longer."

Mr. Casper says the federal government is not going to cure Houston's ills. Only a diversification of the market's economic base will fix the sluggish recovery,

(Continued on Page 111)

Highlights

Schering-Plough Corp. and Sterling Drug are major funders of a group issuing a public service spot about aspirin the FDA calls "misleading." *See Page 10.*

Major marketers in the American floral industry are injecting hefty doses of advertising into an effort to reshape their $6.9 billion business to fit the image of their European counterparts. *See Page 12.*

Joseph Stetler, interim president of the Pharmaceutical Manufacturers Assn., said the group's schism over drug legislation is almost healed, and that a new executive should be on board by Feb. 1. *See Page 12.*

Kellogg Co. says it has no plans to change its All-Bran advertising campaign message, despite criticism that it conveys a false impression about the cereal's ability to deter some cancers. *See Page 12.*

Don Ohlmeyer, chairman, Ohlmeyer Communications Cos., though perhaps most associated with tv sports, seems to be more enthused these days about other kinds of projects. *See Page 14.*

Krystle Carrington (Linda

Evans) is promoting one of the 10-hottest gift items for Christmas. *See Page 100.*

Movie studios and video retailers will lose $1 billion this year to video pirates worldwide, according to the Motion Picture Assn. of America. *See Page 105.*

CORPORATE CLOSEUP

Ore-Ida Foods, the Boise, Ida.-based subsidiary of H.J. Heinz Co., has become one of the most successful brands in U.S. grocery stores by turning a huge home-made market into one in which customers would just as soon grab the product from supermarket shelves. *See Page 4.*

FORUM

Adman John Emmerling wonders what big agencies have against radio. *See Page 20.*

Editor-at-large Joseph M. Winski looks at the life and times of Ward Cleaver. *See Page 20.*

INTERNATIONAL

The International Olympic Committee could lose as much as $500 million in tv revenue if final competitions at the 1988 Summer Olympics in Seoul are not rescheduled to accommodate U.S. prime time viewing. *See Page 64.*

J. Walter Thompson Co. has been accused of acting as an arm of the U.S. intelligence services during and after World War II in Australia. The accusations were made by a Soviet journalist. *See Page 64.*

Australians are not going to let anyone—including themselves—forget that they won the America's Cup sailing title last year. Two rival production companies are racing to make tv docudramas of the behind-the-scenes success story of Perth millionaire Alan Bond and the crew of the Australia II. *See Page 66.*

VIDEOTECH

Dennis Gillespie, newly elected president of Advertiser Syndicated Television Assn., foresees continuing growth in children's programing and theatrical films fueling the barter boom. *See Page 70.*

The Disney Channel will spend about $1 million on a cooperative multimedia Christmas campaign to run between Nov. 12 and Dec. 25. *See Page 70.*

COMING THURSDAY

SPECIAL REPORT

The business office of tomorrow is right around the corner, and it probably will look a lot like today's. The combined computer and communications technologies will be the power behind it all.

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Behind the winners and losers

Some of the toughest Senate campaigns were fought by spending top dollar for high-powered media and political consultants. Here's a list of players in several key races, with winners mentioned first. Source: *Federal Election Commission, Advertising Age.*

North Carolina

Jesse Helms (R)
Jefferson Marketing, Raleigh, N.C., media planning and buying
Castellanos & Associates, Arlington, Va., media consulting
Bruce Eberle Inc., Vienna, Va., direct mail
Arthur Finkelstein, Irvington, N.Y., pollster

James Hunt (D)
D.H. Sawyer & Associates, New York, media work and buying
Craver Matthews, Falls Church, Va., direct mail
A.B. Data, Milwaukee, direct mail
Peter D. Hart Research Associates, Washington, pollster

Illinois

Paul Simon (D)
The Communications Co., Washington, media, creation and buying
A.B. Data, Milwaukee, direct mail, with assistance from Public Communication Group, Washington
Cambridge Survey Research, Washington, pollster

Charles Percy (R)
Ailes Communications, New York, media work
Libov & Associates, New York, media buyer
Odell Roper & Associates, Bethesda, Md., direct mail
Market Opinion Research, Detroit, pollster

Iowa

Tom Harkin (D)
Db Productions, Des Moines, and Rothstein and Co., Washington, media production
Buying and direct mail done by the campaign
Peter D. Hart Research Associates, Washington, pollster

Roger Jepsen (R)
Robert Goodman Agency, Brooklandville, Md., media production
CMF&Z, Des Moines, media buyer
Herman Pirchner Inc., Dallas, direct mail
Decision/Making/Information, Santa Ana, Cal., pollster

Texas

Phil Gramm (R)
Ailes Communications, New York, media producers
Black Manafort & Stone, Alexandria, Va., media buyer and consultants
Carl Rove, Austin, Tex., direct mail
Lance Tarrance, Houston, pollster

Lloyd Doggett (D)
Zimmerman Galanty & Finman, Santa Monica, Cal., media creators and buyers
Public Communications Group, Washington, direct mail
Peter D. Hart Research Associates, Washington, pollster

Minnesota

Rudy Boschwitz (R)
Robert Goodman Agency, Brooklandville, Md., media planner
Rudy Marti, Minneapolis, media buyer
Odell Roper & Associates, Bethesda, Md., direct mail
Bailey Political Consultants, Sunset, Utah, general strategists
Decision/Making/Information, Santa Ana, Cal., pollster

Joan Anderson Growe (D)
National Voter Contact, Washington, media work
Mercurio Consultants, New York, media buyers
Public Communications Group, Washington, direct mail
Hamilton & Staff, Chevy Chase, Md., pollster

Nestle bar sells with a passion

By GAY JERVEY

Tv viewers in Eau Claire, Wis., and Albany, N.Y., this week will get a chance to look—and possibly do a double take—when Nestle Co. begins a new campaign that moves All-American candy bar advertising into the MTV-esque world of the erotic, pulsating sell.

The new ads, themed "Nestle's passion," feature throbbing music and lyrics, such as "Did you ever have a craving?" "What a creamy sensation," "Gimme, gimme your Nestle" and, in what appears to be a brief moment of hard product sell, "Smooth and rich. Everybody loves it, tastes so good, no other chocolate does it."

The spot—which is punctuated with the word "passion," accompanied with lavish visuals of chocolate dripping and young, beautiful people taking nibbles and bites—

(Continued on Page 113)

BEST AVAILABLE COPY

Newspaper Ad Linage

August 1984 vs. August 1983

	1984 Full Run	1984 Part Run	1983 Full Run	1983 Part Run
AKRON, OH				
Beacon Journal (E)	1,556,821	384,639	1,689,776	323,475
Beacon Journal (S)	1,079,645	101,946	971,880	119,034
Grand Total	2,636,466	486,585	2,661,656	442,509
NOTE: Part run figures supplied by publisher to Media Records.				
***ATLANTA, GA**				
Constitution (M)	3,541,909	799,154	2,867,020	679,753
Journal (E)	3,483,545	816,486	2,999,072	762,380
Journal & Constitution (S)	2,303,330	806,801	1,884,163	755,807
Journal & Constitution (Sat)	673,385	——	591,977	——
Grand Total	10,002,142	2,422,441	8,342,232	2,197,940
NOTE: Constitution Morning and Journal Evening published five days a week only. Constitution Morning, Journal Evening, Journal & Constitution Saturday and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective April 30, 1984.				
***BALTIMORE, MD**				
News-American (S)	607,293	21,248	501,936	55,380
News-American (E)	897,580	96,928	988,374	253,320
Sun (M)	2,441,445	58,579	1,942,850	143,326
Sun (E)	1,997,871	58,694	1,889,114	142,896
Sun (S)	2,639,177	75,015	2,309,304	5,472
Grand Total	8,583,366	310,464	7,631,578	600,394
NOTE: Sun Morning and Sun Evening started publication of a combined Saturday edition effective March 24, 1984. The linage is shown only in the Sun Morning. News-American Sunday and Evening changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width, and Sun Morning, Evening and Sunday changed from a nine column (2664 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.				
***BERGEN COUNTY, NJ**				
Record (E)	3,104,566	409,903	2,516,505	379,469
Record (S)	2,237,602	275,560	2,083,959	437,886
Grand Total	5,342,168	685,463	4,600,464	817,355
NOTE: Record Evening published five days a week only. Record Evening and Sunday changed from a nine column (2646 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.				
***BOSTON, MA**				
Herald (M)	893,752	——	795,318	3,120
Herald (S)	246,137	360,988	464,246	78,984
Globe (M)	2,864,579	150,386	2,602,671	128,190
Globe (S)	3,073,394	338,220	2,751,012	328,022
Grand Total	7,077,862	849,594	6,613,247	538,316
NOTE: Globe changed from All Day publication to morning publication effective April 2, 1984. Herald Morning and Sunday changed from a seven column (1400 lines per page) tabloid width, to a five column (980 lines per page) tabloid width effective July 1, 1984. Globe Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1764 lines per page) width effective July 2, 1984.				
BOULDER, CO				
Camera (M)	2,227,714	——	2,147,422	——
Camera (S)	907,486	——	967,950	——
Grand Total	3,135,200	——	3,115,372	——
NOTE: Figures supplied by publisher to Media Records.				
***BUFFALO, NY**				
News (AD)	2,271,374	218,460	2,225,830	340,755
News (S)	784,009	263,368	856,956	228,486
Grand Total	3,055,383	481,828	3,082,786	569,241
NOTE: News All Day and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective May 1, 1984.				
***CAMDEN, NJ**				
Courier-Post (E)	1,808,033	315,379	1,607,025	98,102
Courier-Post (S)	735,634	15,602	731,473	46,144
Grand Total	2,543,667	330,981	2,338,498	144,246
NOTE: Courier-Post Evening and Sunday changed from a six column (1800 lines per page) width to a six column (1806 lines per page) width effective May 1, 1984.				
CHARLOTTE, NC				
News (E)	1,281,324	——	1,161,[illegible]	——
Observer (M)	1,908,933	723,770	1,633,[illegible]	698,853
Observer (S)	1,055,838	547,814	907,73[illegible]	406,653
Grand Total	4,246,095	1,271,584	3,696,14[illegible]	1,105,506
NOTE: News Evening published five days a week only.				
***CHICAGO, IL**				
Tribune (Ad)	2,295,480	2,575,554	2,002,775	2,290,294
Tribune (S)	1,862,847	896,191	1,567,283	738,159
Sun-Times (M)	2,277,764	1,105,884	2,263,974	966,078
Sun-Times (S)	810,619	506,802	777,631	551,909
Grand Total	7,246,710	5,084,431	6,611,663	4,546,440
NOTE: Sun Times Morning and Sunday changed from a six column (1200 lines per page) width tabloid to a five column (980 lines per page) width tabloid effective July 2, 1984.				
***CINCINNATI, OH**				
Enquirer (M)	2,605,984	228,328	2,470,106	172,848
Enquirer (S)	1,749,155	67,772	1,568,602	64,840
Post (E)	1,078,116	351,392	1,078,886	172,704
Grand Total	5,433,255	647,492	5,117,594	410,392
NOTE: Enquirer Morning and Sunday and Post Evening changed from a six column (1800 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***CLEVELAND, OH**				
Plain Dealer (M)	2,934,932	511,737	2,978,398	373,692
Plain Dealer (S)	1,766,565	125,694	1,768,550	62,917
Grand Total	4,703,497	637,431	4,746,948	436,609
NOTE: Plain Dealer Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***DALLAS, TX**				
News (M)	6,719,912	338,945	5,388,331	316,848
News (S)	3,385,915	226,736	2,798,384	235,324
Times-Herald (AD)	5,923,957	378,397	4,750,243	243,797
Times-Herald (S)	2,433,765	526,648	2,157,417	394,749
Grand Total	18,463,549	1,470,726	15,094,375	1,190,718
NOTE: News Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1764 lines per page) width, and Times Herald All Day and Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***DENVER, CO**				
Rocky Mountain News (M)	5,978,443	73,588	5,820,460	——
Rocky Mountain News (S)	1,482,483	20,264	1,385,293	28,192
Post (M)	3,895,080	217,049	3,471,769	269,368
Post (S)	2,224,951	24,928	2,394,065	29,616
Grand Total	13,580,957	335,829	13,071,587	327,176
NOTE: Rocky Mountain News Morning and Sunday changed from a seven column (1365 lines per page) width tabloid to a five column (980 lines per page) width tabloid, and Post Morning and Sunday changed from a nine column (2772 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984.				
***DETROIT, MI**				
Free Press (M)	1,975,268	823,617	1,822,313	802,564
Free Press (S)	700,733	288,849	720,118	244,692
News (AD)	2,617,996	457,962	2,551,687	503,896
News (S)	1,541,955	211,954	1,406,684	241,534
Grand Total	6,735,952	1,782,402	6,500,802	1,792,686
NOTE: Free Press Morning and Sunday changed from a nine column (2736 lines per page) width to a six column (1830 lines per page) width, and News All Day and Sunday changed from a nine column (2808 lines per page) width to a six column (1872 lines per page) width effective July 1, 1984.				
***ERIE, PA**				
Times (E)	1,404,195	65,736	1,318,110	10,592
Times-News (S)	1,028,543	154,976	1,018,688	22,096
Grand Total	2,432,738	220,712	2,336,798	32,688
NOTE: Times Evening and Times-News Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective April 1, 1984.				
FORT LAUDERDALE, FL				
News & Sun Sentinel (S)	1,465,969	——	——	——
Sun Sentinel (M)	4,573,953	——	——	——
Grand Total	6,039,922	——	——	——
NOTE: 1983 figures not available.				
***FORT WAYNE, IN**				
Journal Gazette (M)	1,466,638	——	1,521,719	——
Journal Gazette (S)	929,069	——	880,217	——
News Sentinel (E)	1,682,648	——	1,752,523	——
Grand Total	4,078,355	——	4,154,459	——
NOTE: Journal Gazette Morning and Sunday and News Sentinel Evening changed from anine column (2790 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984. Part run figures not available.				
GARY, IN				
Post Tribune (E)	911,918	196,364	943,292	177,184
Post Tribune (S)	368,914	79,702	352,828	72,310
Grand Total	1,280,832	276,066	1,296,120	249,494
NOTE: Figures supplied by publisher to Media Records.				
***GREENWICH/STAMFORD, CT**				
Time (E)	1,559,876	——	1,340,929	——
Time (S)	749,639	——	760,161	——
Advocate (E)	1,984,782	26,464	1,918,539	34,560
Advocate (S)	837,606	——	807,280	——
Grand Total	5,131,903	26,464	4,826,909	34,560
NOTE: Time Evening and Sunday and Advocate Evening and Sunday changed from a nine column width (2700 lines per page) to a six column width (1806 lines per page) effective August 1, 1984.				
***HARTFORD, CT**				
Courant (M)	2,754,262	532,763	2,561,479	368,370
Courant (S)	1,575,573	1,294,669	1,309,039	1,123,389
Grand Total	4,329,835	1,827,432	3,870,518	1,491,759
NOTE: Courant Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***HONOLULU, HI**				
Advertiser (M)	2,647,616	——	2,583,817	——
Star-Bulletin (E)	2,540,054	——	2,527,766	——
Star-Bulletin & Advertiser (S)	1,361,682	——	1,268,410	——
Grand Total	6,549,352	——	6,379,993	——
NOTE: Advertiser Morning, Star-Bulletin Evening, and Star-Bulletin & Advertiser Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***HOUSTON, TX**				
Chronicle (AD)	6,769,367	803,934	7,325,588	559,941
Chronicle (S)	2,646,505	467,868	2,380,922	408,076
Post (M)	4,250,977	695,786	4,747,987	405,471
Post (S)	1,354,915	343,962	1,375,277	422,048
Grand Total	15,021,764	2,311,550	15,829,774	1,795,536
NOTE: Chronicle All Day and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984, and Post Morning and Sunday changed from a nine column width (2655 lines per page) to a six column width (1764 lines per page) effective July 1, 1984.				
***LONG BEACH, CA**				
Press Telegram (M)	2,185,306	——	1,806,578	——
Press Telegram (S)	785,472	——	798,216	——
Grand Total	2,970,778	——	2,604,794	——
NOTE: Press Telegram Morning and Sunday changed from an eight column (2408 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
LONG ISLAND, NY				
Newsday (E)	3,415,799	815,838	2,972,536	699,480
Newsday (S)	1,455,894	959,506	1,480,321	996,797
Grand Total	4,871,693	1,775,344	4,452,857	1,696,277
***LOS ANGELES, CA**				
Times (M)	5,908,507	4,174,343	5,079,015	3,605,188
Times (S)	2,842,257	1,348,720	2,620,577	1,430,581
Herald-Examiner (M)	1,073,334	261,630	907,311	269,597
Herald-Examiner (S)	232,195	58,529	305,094	71,874
Grand Total	10,056,293	5,843,222	8,911,998	5,377,240
NOTE: Times Morning and Sunday changed from an eight column width (2400 lines per page) to a six column width (1806 lines per page) effective July 2, 1984, and Herald-Examiner Morning and Sunday changed from an eight column width (2240 lines per page) to a six column width (1680 lines per page) effective July 1, 1984.				
***LOS ANGELES/SAN FERNANDO VALLEY, CA**				
News (M)	3,548,071	434,642	2,940,824	548,917
News (S)	1,288,228	40,986	1,008,968	192,756
Grand Total	4,836,299	475,628	3,949,792	741,673
NOTE: News Morning and Sunday changed from an eight column width (2400 lines per page) to a six column width (1764 lines per page) effective July 2, 1984.				
LOS ANGELES/TORRANCE, CA				
Breeze (E)	2,293,144	——	1,979,082	——
Breeze (S)	870,478	——	776,468	——
Grand Total	3,163,622	——	2,755,550	——
NOTE: Figures supplied by publisher to Media Records. Breeze Evening and Sunday changed from an eight column (2408 lines per page) width to a six column width (1806 lines per page) effective July 1, 1984.				
LOUISVILLE, KY				
Courier Journal (M)	1,931,594	323,778	1,551,564	231,588
Times (E)	1,954,148	606,690	1,683,724	618,338
Courier Journal (S)	1,758,456	3,850	1,544,872	6,272
Grand Total	5,644,198	934,318	4,780,160	856,198
NOTE: Figures supplied by publisher to Media Records.				
MACON, GA				
Telegraph & News (M)	1,050,322	451,850	844,340	341,558
Telegraph & News (S)	588,812	244,762	638,848	87,570
Grand Total	1,639,134	696,612	1,483,188	429,128
NOTE: Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher. Telegraph & News Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984. Telegraph Morning and News Evening combined into one Morning publication the Telegraph & News effective September 6, 1983.				
MIAMI, FL				
Herald (M)	2,100,941	——	2,416,537	——
Herald (S)	844,065	——	1,294,629	——
News (E)	504,211	——	1,109,969	——
Grand Total	3,449,217	——	4,821,135	——
NOTE: Part run figures not available.				
MINNEAPOLIS, MN				
Star & Tribune (AD & Sat)	2,267,933	434,830	2,063,432	219,296
Star & Tribune (S)	2,082,815	32,928	1,911,042	6,034
Grand Total	4,350,748	467,758	3,974,474	225,330
NOTE: 1983 figures supplied by publisher to Media Records. 1983 part run daily is TMC and Community linage only. 1983 part run Sunday is Country linage only.				
***NASHVILLE, TN**				
Banner (E)	1,709,547	626,767	1,448,611	469,564
Tennessean (M)	1,706,937	600,970	1,386,232	475,664
Tennessean (S)	1,052,825	328,468	937,314	289,700
Grand Total	4,469,309	1,556,205	3,772,157	1,234,928
NOTE: Banner Evening and Tennessean Morning and Sunday changed from a six column (1800 lines per page) format to a six column (1806 lines per page) format effective July 1, 1984.				
***NEW YORK, NY**				
Times (M)	2,808,529	449,257	2,729,286	318,691
Times (S)	3,079,011	1,474,950	2,991,837	1,695,582
News (M)	1,275,046	1,838,579	1,321,885	1,451,291
News (S)	500,745	1,131,367	472,254	1,265,960
Post (AD)	1,148,545	——	1,023,470	——
Grand Total	8,811,876	4,894,153	8,438,732	4,731,524
NOTE: Times Morning and Sunday changed from a nine column width (2700 lines per page) to a six column width (1764 lines per page). News morning and Sunday changed from a six column width tabloid (1200 lines per page) to a six column width tabloid (1176 lines per page), and Post All Day changed from a seven column width tabloid (1400 lines per page) to a five column width tabloid (980 lines per page) effective July 2, 1984.				
***NEWARK, NJ**				
Star Ledger (M)	4,438,960	98,598	3,412,707	149,282
Star Ledger (S)	2,979,819	408,516	2,514,022	390,808
Grand Total	7,418,779	507,114	5,926,729	540,090
NOTE: Star Ledger Morning and Sunday changed from a nine column (2835 lines per page) format to a six column (1788 lines per page) format effective July 1, 1984.				
***OAKLAND, CA**				
Tribune (M)	1,733,851	977,324	1,679,061	227,486
Tribune (S)	799,881	396,752	779,546	305,176
Grand Total	2,533,732	1,374,076	2,458,607	532,662
NOTE: Tribune Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 2, 1984.				
***ORANGE COUNTY, CA**				
Register (AD)	5,600,549	1,026,038	4,860,727	956,787
Register (S)	2,006,714	101,672	1,840,498	65,024
Grand Total	7,607,263	1,127,710	6,701,225	1,021,811
NOTE: Register All Day and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.				
***ORLANDO, FL**				
Sentinel (AD)	2,003,141	510,126	3,028,615	402,836
Sentinel (S)	754,028	280,090	1,043,172	190,156
Grand Total	2,757,169	790,216	4,071,787	592,992
NOTE: Sentinel All Day and Sunday changed from an eight column width (2352 lines per page) to a six column width (1764 lines per page) effective July 1, 1984. Part run totals do not include County Sentinel and Sentinel Bonus linage.				
***PHILADELPHIA, PA**				
Inquirer (M)	2,451,897	642,671	2,102,586	646,766
Inquirer (S)	1,744,173	554,138	1,601,668	405,879
News (E)	1,238,882	25,728	1,158,168	10,080
Grand Total	5,434,952	1,222,537	4,862,422	1,062,725
NOTE: Inquirer Morning and Sunday changed from a six column (1860 lines per page) width to a six column (1872 lines per page) width effective January 1, 1984.				
PHOENIX, AZ				
Arizona Republic (M)	3,488,142	87,920	3,061,100	100,016
Arizona Republic (S)	2,116,380	——	1,691,438	——
Gazette (E)	3,410,428	89,362	2,996,042	102,634
Grand Total	9,014,950	177,282	7,748,580	202,650
NOTE: Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher. Arizona Republic Morning and Sunday and Gazette Evening changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective August 29, 1983.				
PORTLAND, OR				
Oregonian (AD&S)	4,343,444	——	4,008,648	——
Grand Total	4,343,444	——	4,008,648	——
NOTE: Figures supplied by publisher to Media Records. Oregonian All Day and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective July 1, 1984. Figures are converted to a six column format as supplied by publisher.				
PROVIDENCE, RI				
Bulletin (E)	977,760	521,472	877,100	344,036
Journal (M)	1,139,726	290,668	1,000,524	164,150
Journal (S)	1,305,094	309,456	1,038,646	136,374
Grand Total	3,422,580	1,121,596	2,916,270	644,560
NOTE: Bulletin Evening and Journal Morning have a combined Saturday edition. The linage is shown only in the Journal Morning. Bulletin Evening and Journal Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984. Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.				
***ROCHESTER, NY**				
Democrat & Chronicle (M)	2,022,183	192,970	1,768,293	261,245
Democrat & Chronicle (S)	1,135,132	227,652	1,152,654	123,940
Times Union (E)	1,696,861	225,649	1,649,064	155,282
Grand Total	4,854,176	646,271	4,570,011	540,467
NOTE: Democrat & Chronicle Morning and Sunday and Times Union Evening changed from a nine column width (2700 lines per page) to a six column width (1806 lines per page) format effective June 25, 1984. Note: Times Union evening published five days a week only.				
SACRAMENTO, CA				
Bee (M&S)	6,619,896	355,917	6,928,040	——
Grand Total	6,619,896	355,917	6,928,040	——
NOTE: 1983 figures supplied by publisher to Media Records. Bee Morning and Sunday changed from a nine column (2646 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.				
ST. LOUIS, MO				
Post Dispatch (M)	2,439,470	860,202	1,757,093	301,644
Post Dispatch (S)	2,391,415	——	2,334,958	——
Grand Total	4,830,885	860,202	4,092,051	301,644
NOTE: Figures supplied by publisher to Media Records. Post Dispatch changed from Evening publication to Morning publication effective February 27, 1984. Post Dispatch Evening and Sunday changed from a nine column width (2709 lines per page) to a six column width (1890 lines per page) effective August 1, 1983.				
***ST. PAUL, MN**				
Pioneer Press (M)	1,530,402	——	1,334,543	——
Pioneer Press (S)	1,411,948	——	1,356,479	——
Dispatch (E)	1,532,599	——	1,343,605	——
Grand Total	4,474,949	——	4,034,627	——
NOTE: Pioneer Press Morning and Sunday and Dispatch Evening changed from a six column (1782 lines per page) format to a six column (1764 lines per page) format effective July 1, 1984. Note: Pioneer Press Morning and Dispatch Evening have a combined Saturday edition. The linage is shown only in the Dispatch evening. Part run figures not available.				
***SAN ANTONIO, TX**				
Express (M)	2,885,974	532,584	2,446,797	413,106
Express-News (S)	1,549,107	297,240	1,323,888	400,920
Express-News (Sat)	835,139	——	743,473	——
News (E)	2,871,052	384,229	2,255,643	410,682
Light (E)	2,705,886	771,592	2,436,466	499,099
Light (S)	1,479,059	435,845	1,271,419	364,736
Light (Sat)	707,642	——	590,597	——
Grand Total	13,033,859	2,401,881	11,068,283	2,088,543
NOTE: News Evening and Light Evening published five days a week only. Express Morning, Express-News Sunday and Saturday News Evening, and Light Evening Sunday and Saturday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective June 1, 1984.				
***SAN DIEGO, CA**				
Union (M)	3,951,566	217,466	3,368,259	400,828
Union (S)	1,889,294	——	1,756,129	——
Tribune (E)	4,140,381	217,434	3,928,301	390,037
Grand Total	9,981,241	434,900	9,052,689	790,865
NOTE: Union Morning and Sunday and Tribune Evening changed from an eight column (2408 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984.				
***SAN FRANCISCO, CA**				
Chronicle (M)	2,563,889	939,924	2,353,380	942,941
Examiner (E)	2,548,529	922,382	2,323,899	924,766
Examiner & Chronicle (S)	1,213,600	587,336	1,158,910	522,000
Grand Total	6,326,018	2,449,642	5,836,189	2,389,707
NOTE: Chronicle Morning, Examiner Evening and Examiner & Chronicle Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 2, 1984.				
***SAN JOSE, CA**				
Mercury News (AD)	5,857,551	569,787	5,116,826	790,356
Mercury News (S)	2,479,617	——	2,237,965	——
Grand Total	8,337,168	569,787	7,354,791	790,356
NOTE: Mercury News All Day and Sunday changed from an eight column width (2408 lines per page) to a six column width (1788 lines per page) effective July 1, 1984. Note: Mercury Morning and News Evening combined to one edition, Mercury News All Day effective August 29, 1983. The Mercury Morning 1983 linage is reported in the Mercury News All Day listing. Prior to August 29, 1983 the Mercury Morning and News Evening had a combined Saturday edition, with the figures shown in the Mercury Morning.				
***SHREVEPORT, LA**				
Journal (E)	1,690,364	121,912	1,526,328	94,928
Times (M)	2,133,029	333,088	1,970,364	152,568
Times (S)	1,104,448	89,364	1,032,790	99,708
Grand Total	4,927,841	544,364	4,529,482	347,204
NOTE: Journal Evening and Times Morning and Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective April 30, 1984.				
STATE COLLEGE, PA				
Centre Times (E)	1,321,642	72,240	1,371,776	99,826
Centre Times (S)	159,978	3,612	374,486	——
Grand Total	1,481,620	75,852	1,746,262	99,826
NOTE: Figures supplied by publisher to Media Records.				
***SYRACUSE, NY**				
Herald Journal (E)	1,855,816	402,580	1,726,818	461,095
Herald American (S)	919,586	358,120	994,937	170,060
Post-Standard (M)	1,650,621	436,603	1,512,231	431,441
Grand Total	4,426,023	1,197,303	4,233,986	1,062,596
NOTE: Herald Journal Evening, Herald American Sunday, and Post Standard Morning changed from a nine column (2727 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
TAMPA, FL				
Tribune (AD)	4,323,957	1,738,194	3,364,638	984,136
Tribune (S)	2,178,228	——	1,948,418	——
Grand Total	6,502,185	1,738,194	5,313,056	984,136
NOTE: Figures supplied by publisher to Media Records. Comics linage is not included. Tribune All Day and Sunday changed from a nine column (2835 lines per page) width to a six column (1890 lines per page) width effective July 1, 1984.				
TOLEDO, OH				
Blade (E)	1,445,416	——	1,368,094	——
Blade (S)	1,098,384	——	936,222	——
Grand Total	2,543,800	——	2,403,316	——
NOTE: Figures supplied by publisher to Media Records. Blade Evening and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective April 2, 1984.				
TORONTO, CANADA				
Sun (M)	2,046,831	55,760	1,758,342	——
Sun (S)	697,197	35,904	492,887	28,512
Globe & Mail (M)	2,510,706	228,381	2,109,628	353,980
Grand Total	5,254,734	320,045	4,360,857	382,492
***WASHINGTON, DC**				
Post (M)	5,249,371	701,285	4,828,399	766,534
Post (S)	2,441,426	441,641	2,354,693	526,723
Grand Total	7,690,797	1,142,926	7,183,092	1,293,257
NOTE: Post Morning and Sunday changed from a nine column (2781 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984.				
Alexandria Journal (M)	1,186,208	——	1,036,495	——
Prince George's Journal (M)	1,028,584	——	971,691	——
Montgomery Journal (M)	1,037,148	5,024	994,034	——
Fairfax Journal (M)	1,203,377	5,024	1,081,416	——
Arlington Journal (M)	1,189,409	——	1,038,844	——
NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only, and changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984.				
WEST PALM BEACH, FL				
Post (M)	3,093,608	443,072	2,587,522	282,092
Times (E)	2,663,822	49,462	2,299,948	——
Post (S)	1,610,546	134,666	1,553,296	109,256
Grand Total	7,367,976	627,200	6,440,756	391,252
NOTE: Figures supplied by publisher to Media Records. Times evening published five days a week only.				
***WESTCHESTER ROCKLAND, NY**				
Reporter Dispatch (E)	1,378,349	221,605	1,285,034	238,119
Reporter Dispatch (S)	944,239	362,200	1,086,271	253,152
Grand Total	2,322,588	583,805	2,371,305	491,271
NOTE: Reporter Dispatch Evening and Sunday changed from an eight column width (2400 lines per page) to a six column width (1806 lines per page) effective June 25, 1984.				
WICHITA, KS				
Eagle-Beacon (M)	2,060,266	——	1,908,093	——
Eagle-Beacon (S)	1,069,479	——	882,112	——
Grand Total	3,129,745	——	2,790,205	——
NOTE: Part run figures not available.				

Source: Media Records

Linage figures have been provided by Media Records for the exclusive publication of Advertising Age. They may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Report Service, total advertising linage shown were provided by the newspaper to Media Records and included in this compilation.

CONVERSION METHODOLOGY

Due to the introduction of the SAU 6 column format, Media Records applies the following conversion methodology to report comparable figures (1984 month vs. 1983 data) for newspapers that changed column formats in 1984. These newspapers are indicated with an asterisk (*):

7 column tabloids which have adopted a 5 column tabloid format are converted back to the original 7 column formats.

8 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 8 column formats.

9 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 9 column formats.

6 column broadsheet standards or tabloids which have a slight depth change in 1984 but did not change column format are converted back to original depth.

Mondale 'risks' fall short

AUSTIN, TEX.—The Mondale-Ferraro strategy of taking chances and going for the "win" may have helped fuel President Reagan's historic landslide victory, a top Mondale aide said last week.

"Our strategy was not to lose by 10 to 12 points; the idea was to win," said Roy Spence, the Texas adman who served as the Mondale campaign's media adviser. "We probably could have gotten closer with a basic, straight Democratic approach, but Mondale believed, as did I, that we had to go for a win strategy."

Although Walter Mondale knew he was up against "probably the most popular president" since Franklin Roosevelt, Mr. Spence said, the strategists scrapped traditional Democratic efforts in political ads and decided to focus on issues such as the deficit, nuclear freeze and the "Star Wars" approach to deterrence.

The hardest-hitting portion of this strategy came only in the last 10 days of the campaign, said Mr. Spence, an exec vp with GSD&M here. The big buys came in states the campaign deemed close, including New York, Pennsylvania, Massachusetts and Illinois.

"Though we didn't win," Mr. Spence said, "we were coming home with heavy [emphasis on] fairness and arms control that moved voters dramatically—but not fast enough." He added, "Maybe they [the critics] were right that we could not sell our issues: War and peace, decency and fairness."

Mr. Spence, preparing for a vacation after working with Mr. Mondale since before the primaries, said public opinion bounced sharply during the two debates between the presidential candidates. After the second debate, many Americans went back to their good feelings for President Reagan that existed before the first debate, he said.

Looking back, Mr. Spence said the Mondale campaign could have done a better job of focusing on the issues and may have had too many messages in executing the "high-stakes win strategy."

Some critics point to a failure in the campaign as its inability to capitalize on the momentum it gained from the Democratic national convention. Reports have indicated, however, that internal bickering hampered the Mondale-Ferraro campaign initially. Mr. Spence had no comment.#

New California lottery may spend $50 million

LOS ANGELES—California's state lottery, expected to start March 21 following voter approval last week, promises to be one of the more hotly contested advertising accounts in the state. There is speculation that some $50 million will be spent to promote it.

At present, California Gov. George Deukmejian has 30 days to name the five-member commission and executive director to run the state's game. Once that is undertaken, lottery management will determine when and how the lottery will be promoted.

Under the Proposition 37 lottery initiative, passed Nov. 6 by a 58%-to-42% margin, no more than 16% of the lottery's total revenues may be spent for operations. Advertising, marketing and promotional expenses will make up a percentage of that sum.

The initiative spells out that the commission will expend 3.5% of the projected sales of all lottery tickets for advertising, promotion and incentives in the first year. The California lottery—which more than likely will be the largest in the U.S.—is projected to have annual sales in the range of $1.5 billion to $1.7 billion, sources say.

According to the initiative, an independent company is to review the effectiveness of the lottery's marketing program. The results of that audit will be presented to lottery management and California governmental officials.#

Cheery vote

(Continued from Page 2)

he adds. Compared with the rest of the country, Colorado is enjoying good economic times. Average personal income ranked eighth-highest among the states in 1983, and in September the unemployment rate was lower than all but eight other states. So, as a rule, Denver ad executives are pleased with the election results, on the assumption that Reagan's continuation in the White House will mark a continuation of prosperity.

"Our business has never been better than it has been in the past four years," said Tom Hagan, exec vp, Karsh & Hagan. "Let the good times continue to roll."

One exception to the general optimism is Garry Mitchell, president of Tracy-Locke/BBDO, Denver. "I think anyone who is saying that this is going to be good for the advertising business is premature and apt to be wrong," he says. But Mr. Mitchell appears to be a lone wolf crying in the night.

In New Jersey, where the state is making a fast metamorphosis from a manufacturing to a white-collar economy, agency executives are glowing.

Bob Prewitt, president of DANA Advertising, Hopewell, N.J., agrees. DANA has seen its billings grow from $3 million in 1983 to $10 million this year. Our business is driven by [attitude] as much as by reality," he said. "There is a feeling of growth and as long as there is a feeling about it, people are willing to spend money to make money. . .That's what marketing is all about."#

Contributing to this report were reporter Ruth Stroud and regional correspondents Lori Kesler, Jennifer Lawrence, Russell Shaw, Janet Simons and Pat Winters.

How the polls fared

Final poll presidential election results from various media and how they stacked up (undecideds not included). *Source: Advertising Age.*

Media	Reagan	Mondale
Actual results	**59%**	**41%**
USA Today	60%	35%
NBC	58%	34%
Gallup	57%	39%
ABC/*Washington Post*	57%	39%
CBS/*New York Times*	56%	37%
Harris/National Public Radio	55%	43%
Los Angeles Times	57%	38%

Chicken

(Continued from Page 1)

fast-food restaurants and retail grocery stores, as consumption of red meat declines. Dublin, O.-based Wendy's is hoping that the new spot's tag line, "Parts is parts," will do for its chicken sales what "Where's the beef?" did for its hamburgers.

Burger King's original "broiling vs. frying" campaign showed that consumers would respond to advertising that addresses technical points of difference as well as claims of superior taste. The new Wendy's spot follows a similar tack, contrasting the "100% natural boneless breast of chicken" used in its sandwich with the "processed chicken" used in McDonald's Chicken McNuggets and in Burger King's and some other competitors' chicken sandwiches.

"Processed chicken" spot

In the "Parts" commercial, a customer at an unnamed fast-food restaurant asks what the person ahead of him has ordered. Told that it's "processed chicken," he asks for an explanation. The counter worker explains in excruciating detail that processed chicken is made from various parts of a chicken that are ground up and formed into shapes. The counter worker shrugs off a question about *which* parts of the chicken are used with the reply "Parts is parts."

The spot reunites the team that brought America "Where's the beef?" Mr. Sedelmaier directed from a script by Dancer Fitzgerald Sample senior vp Cliff Freeman. DFS' Susan Scherl produced the commercial, with Donna Weinheim's art direction.

Mr. Freeman admitted that trying to follow the phenomenal success of the "Where's the beef?" campaign did present an obstacle.

"The pressures were felt by everyone, I think, including Joe," Mr. Freeman said. "But eventually we got over it. We had to. And I think we did a very good, very effective spot."

There really was no pressure, he said, to write a memorable line that could take off as "Where's the beef?" did. " 'Catch-phrase' thinking is destructive," he said.

Mr. Freeman also said he and Mr. Sedelmaier have collaborated on additional Wendy's commercials (but not "Where's the beef? IV" or "Parts is parts II") currently being tested.

The Sedelmaier-directed spot was one of two different executions for the chicken sandwich Wendy's considered (AA, June 13). "Parts is parts" aired in Richmond, Va., this summer, while another spot, featuring chicken puppets dancing at the Chicken Club, was tested in Oklahoma City. A Chicken Club sandwich (the basic sandwich topped with bacon) is a menu option for Wendy's operators, and it's possible that the second spot will be used nationally.

Chicken has become a major part of most fast-food chains' menu lineup. Analysts say Chicken McNuggets, introduced in 1980, now account for about 10% of per-store sales for McDonald's. That would be approximately $750 million in domestic sales.

A similar trend has taken hold in the retail frozen boneless chicken market. That segment, now $275 million, has grown rapidly during the past few years, with the introduction of Hot Bites from ConAgra's Banquet Foods unit and more competition from Tyson Foods and Victor F. Weaver Inc.

Banquet Foods, St. Louis, is extending the Hot Bites line of chicken patties, nuggets and sticks with Entree Express, a five-item line that includes regular, barbecue and Italian chicken patties.

Chains reacting

But the fast-food chicken chains already have begun fighting back both McDonald's and local freezer cases. Louisville-based KFC is rapidly expanding the marketing territory for Kentucky Nuggets, which it began testing this summer (AA, Aug. 20).

Church's Fried Chicken, San Antonio, the nation's No. 2 chicken chain, has joined the counterattack, too. Last month it launched Crispy Nuggets in its 1,300 stores (AA, Oct. 1).

Oak Brook, Ill.-based McDonald's last year withdrew its McChicken sandwich from most stores where it had been offered. One of that product's competitive disadvantages, analysts said, was that it was made from processed chicken, while other chains—like Arby's, KFC and Wendy's—were introducing natural chicken breast sandwiches.

With Wendy's, KFC and Church's advertising now all pointing disparaging fingers at McDonald's processed-chicken McNuggets, one of Big Mac's most important menu items is in for a market-share war on three fronts.

But McDonald's is not without its own formidable arsenal. Sources say new advertising support for McNuggets is set to break around Thanksgiving.#

Also contributing to this story was senior reporter Janet Neiman.

Winners

(Continued from Page 1)

gering 620 gross rating point level on network tv during the final week of the campaign.

Joan Blayney, Tuesday Team associate media director and formerly with NBC Entertainment, later estimated that the Mondale campaign managed a 500 gross rating point level in the final week before Election Day. In the last two weeks of the campaign, Mr. Zimmerman estimated, the Reagan-Bush '84 campaign spent $5 million of the $23 million media budget.

Mr. Travis said he believes a key strategic move involved the airing of the Reagan documentary (put together by Mr. Dusenberry and first shown during the Republican national convention) on all three networks, major independents and cable tv at 8 p.m. Sept. 11. The maneuver, he said, enabled the campaign to be kicked off with an over-all 25.6 rating and 46 share.

"From the very beginning," Mr. Travis said, "we thought the election would be very close, no more than a four-to-five-point spread. People were saying Mondale had put together one of the best political organizations in history, and he was one of the best professional politicians around."

As a result, the Tuesday Team worked relentlessly, with commercials being written, approved and produced in a matter of a couple of days. Reagan strategists even drew key lines from the spots to be used in President Reagan's and Vice-President Bush's speeches. They selected "Prepared for peace" (Weller), "Prouder, stronger, better" (Riney) and "America's coming back" (Weller).

Mr. Zimmerman explained another strategic aspect of the campaign was the planned use of commercials from the pool that were synchronized with the issues President Reagan was addressing on a week-by-week basis.

Messrs. Travis and Zimmerman bristled over criticism that the Reagan spots were merely "slick pictures."

"If you look at our commercials, the imagery drove up the positives about Mr. Reagan's policies," Mr. Travis said. "But copy was always tough. It cited the administration's accomplishments and drove up the negatives of Mr. Mondale without ever mentioning his name."

Mr. Zimmerman said critics are forever saying how political advertising is so negative. "The White House understood that we happen to be, in terms of communicating, the experts in getting the message to people in 30 seconds. We merely tried to give the people advertising they would like to watch. I think we did politics a service."#

Jack springs new name

By JENNIFER PENDLETON

Ralston Purina Co.'s Jack in the Box fast-food chain is trying out a new name—Monterey Jack's—and returning to an old habit in its tv advertising—logo blasting.

The 800-unit San Diego-based restaurant chain, which turned around its once slumping business with menu and store design changes beginning four years ago, is completing that process with a new name it hopes is more in keeping with its improved image.

This week, the Ralston subsidiary will convert its 30 stores in the Seattle area to the Monterey Jack's name, following a company tryout of the new moniker in Beaumont, Tex., and Albuquerque. The company has put up new signs and changed employe uniforms to reflect the new identity. Sources close to the company describe the switch as a test which, if successful, will be introduced systemwide.

Richard Pearce, Jack in the Box's vp-marketing, refused to comment on the name change.

Jack in the Box is informing the public of its new name with at least one tv commercial using a familiar theme, an exploding logo. One spot features footage from the company's famous 1980 "Clown blasting" commercial in which an elderly lady drives up to a Jack in the Box clown to watch it blown to bits by dynamite.

This time, the old lady returns to the Jack in the Box sign to find out the changes the fast-food chain is planning. The narrator outlines the menu revamp of the past four years and explains that, as the chain has improved, its child-oriented name just doesn't fit. The camera then zeroes in on the Jack in the Box sign, which is demolished in an explosion. It reveals its new Monterey Jack's name.#

No doldrums for public shops

By STEWART ALTER

NEW YORK—Need proof that 1984 is shaping up as a banner year for public ad agencies? Consider the strong results for the traditionally limp third quarter.

"I'm always prepared to explain away the third quarter and apologize for it, to point out that it's not at all unusual that expense levels are high because the fourth quarter is the big season for ad agencies and they're staffing up," said Alan Gottesman, a securities analyst who follows ad agencies at L.F. Rothschild, Unterberg, Towbin.

"But this year I didn't have to do it," he said. "Everybody is running at 20% growth or better, so I have an unused, but ready, excuse."

Marketers "were out there advertising in the summer a little bit more than they normally do," said Mr. Gottesman. The Olympics was one factor, but not the only one, he said.

Indeed, as the accompanying chart indicates, the third quarter was strong for almost all the public agencies. The exception was Doyle Dane Bernbach, which was still in the loss column owing to its unusual year of account losses. But even DDB had an 11% gain in gross income in the third quarter, compared with the year-ago quarter, and cut its pretax losses in half (from $1.965 million to $948,000). For the nine months, it showed a gain of 26% both in pretax income and in net earnings—figures in line with those of the other public shops.

The summer months inspired a turnaround for Ally & Gargano, which had a lackluster fiscal year. (The agency is on a July 1 to June 30 fiscal calendar, so everyone else's third quarter is its fiscal first quarter.) In that quarter, which ended Sept. 30, net earnings rose a whopping 172% to $430,000 from the comparable period in 1983.

Foote, Cone & Belding, Chicago, also reported record revenues for its third quarter. Net earnings rose 62.2% to $4.7 million over restated 1983 earnings of $2.9 million. Results for 1983 have been recalculated to include the NCK Organization Ltd., which was merged into FCB last January.

Additionally, the third quarter found the public agencies continuing to improve their profit margins.

"Pretax profit margins improved in the third quarter and for the year to date in spite of the fact that translation of our international results sharply impacted our performance," commented Don Johnston, chairman-chief executive officer, JWT Group.

In the third quarter, JWT's pretax profits as a per cent of revenues edged up to 8.2% from 8%, while increasing to 8.5% from 7.4% for the nine months.

But the pretax margin increases were even more substantial for some of the other agencies.

Ogilvy & Mather's third-quarter pretax margins rose to 9.1% of revenues from 8%, and to 9.9% from 8.5% for the full nine months. For the Interpublic Group of Cos., the third-quarter pretax margin rose to 6.6% from 5.4%, while for the nine months the increase was to 11.5% from 9.6%. Grey Advertising's third-quarter margins rose to 10.4% from 8.1%, and to 11% from 9.5% for the nine months.

Even BBDO, which already runs a pretty tight ship, inched up to a 10.4% pretax profit margin as a per cent of revenues in the third quarter from 10.1% in the similar period, and to 13% from 12.6% in the nine-month period.#

Agency financial results

It looks like 1984 will be a banner year. All agencies, with the exception of Doyle Dane Bernbach, are reporting record high revenue gains. NM means not meaningful. Source: *Advertising Age.*

Agency	Income ($000) 1983	1984	(%)	Revenues ($000) 1983	1984	(%)
Third quarter						
A&G *(1st qtr)*	158	430	+172.2	4,560	6,007	+31.7
BBDO	2,965	3,913	+ 31.9	63,128	72,336	+14.5
DDB	(1,965)	(948)	NM	41,962	46,438	+10.6
FCB*	2,924	4,742	+ 62.2	58,369	68,185	+16.8
Grey	1,585	2,010	+ 26.8	40,970	49,767	+21.4
Interpublic	2,514	3,182	+ 26.5	136,959	144,962	+ 5.8
Mickelberry	468	526	+ 12.8	21,657	31,692	+46.2
O&M	2,814	4,606	+ 63.6	80,996	102,498	+26.5
JWT	3,932	4,763	+ 21.1	108,139	126,829	+17.3
Nine months						
BBDO	11,183	15,158	+ 35.5	185,438	223,096	+20.3
DDB	3,754	4,731	+ 26.0	137,764	151,743	+10.1
FCB*	7,869	11,194	+ 42.3	163,957	196,509	+19.9
Grey	5,373	7,183	+ 33.7	114,332	145,656	+27.4
Interpublic	15,701	22,749	+ 44.8	424,883	460,884	+ 8.5
Mickelberry	1,374	1,789	+ 30.2	64,344	89,690	+39.4
O&M	8,806	14,109	+ 60.2	249,455	307,947	+23.4
JWT	11,035	14,695	+ 33.2	328,645	375,677	+14.3

**1983 figures for FCB are restated.*

Aspirin

(Continued from Page 10)

determining a psa's truth or falsity, as well as for deciding whether to air it. He said the Fairness Doctrine might apply if the spot presented only one side of an argument "in an obvious and meaningful way."

At the FDA, which got condemnations of the psa from the Centers for Disease Control in Atlanta and Dr. Edward Brandt, assistant secretary for health, there is even more trepidation.

The agency claims several studies have indicated a Reye's-aspirin link and is involved in what it hopes will be a definitive national study on the disease. A pending proposal to include a Reye's warning on aspirin labels rides on the outcome of the study.

Despite its resolve, the FDA is reluctant to challenge the First Amendment right of the CCC to air its opinion, disputed though it may be.

"I can't say we couldn't perhaps find some legal excuse" to go after the psas, an FDA spokesman said. "But the fact that we find them misleading doesn't precipitate any action."

He said the FDA unsuccessfully asked the committee to withdraw its ads, then switched tactics.

The FDA's own Reye's syndrome message to nearly 10,000 tv and radio stations at a cost of about $12,000 went out as news, not a psa.

That decision stems from last year, when the CCC, using stationery with a legal firm's letterhead, warned tv and radio stations they would be subject to equal-time provisions if they aired the FDA's 1983 Reye's warnings, an agency official said. The CCC also warned supermarkets against displaying FDA-supplied materials on Reye's syndrome near their aspirin counters, or face possible charges of mislabeling.

The committee's psa was not sent to CBS or ABC, according to network officials, one of whom noted that independent stations, with their less-stringent regulations, might be more inclined to air them. NBC was unavailable for comment.

For its part, the CCC questions whether any evidence has been found to establish a Reye's-aspirin connection, and paints itself as a group of 1,200 caring pediatricians interested in issues affecting children.

"We are disappointed that the FDA singles out aspirin. . .based on earlier inadequate data," said Neal Chayet, a Boston attorney and cofounder of the committee and its parent organization, the International Science Exchange.

"The question is whether aspirin is a risk factor," said Mr. Chayet, who also hosts a syndicated radio program produced for CBS, "Looking at the Law." "We think it is in everyone's best interest to find a relationship, if there is any."

Mr. Chayet said the committee soon hopes to launch its own study on Reye's, an effort that would match the government's study. The National Health Service is due to release results of a pilot study in a few weeks that, one government source said, will reinforce the notion that aspirin increases a child's risk of Reye's syndrome.#

Campbell's eyeing convenience market

By NANCY GIGES

CAMDEN, N.J.—Campbell Soup Co. is making a big push to take advantage of the fast-growing convenience food store market.

Campbell has formed a new business unit aimed at creating new products and repositioning existing products for these retail outlets, and has appointed C. Robert Marshall as general manager.

Formerly national accounts manager, foodservice products, Mr. Marshall joined Campbell in 1967 as a sales rep, and has worked in a number of marketing and sales positions. Noting that convenience stores are beginning to function as mini-restaurants, Mr. Marshall said his first objective is to talk to convenience store people. "We are the Campbell Soup Co., and I would like to get them in a soup program," he said.

Other big sellers in these outlets are hot beverages and microwave products. Mr. Marshall acknowledged that Campbell does not have a complete line now, but president Gordon McGovern is committed to this market and wants to expand as quickly as possible.

Another product line that will be investigated is the new Fresh Chef salads, which are testing in the Denver market. Mr. Marshall hopes to be ready to test products in about six months and foresees adding an ad agency in a year.

Mr. Marshall said the 58,000 convenience stores in the U.S. accounted for almost $29 billion in sales in 1983.#

Car radio

(Continued from Page 3)

late in September and concluded in October.

GM also has completed a significant holiday radio buy across 10 markets that will employ a "Buckle-up, drive safely" theme.

The new emphasis on radio is a result of several factors, sources said, but primarily the auto makers are using radio as a wedge into the 18-to-34-year-old market.

"There is a greater emphasis on youth in [Chevy's 1984 media campaign], especially 18 to 34, and it is hard to reach this demographic on television," said a spokesman for Campbell-Ewald, Warren, Mich., Chevy's agency.

In the reorganization of General Motors, Chevrolet will be considered an entry-level nameplate, hence the importance of luring younger buyers.

The C-E spokesman said the funds for the radio buy were not taken out of the spot tv budget.

Radio also is getting increased attention because of staggered car introductions during the year, sources said.

Although the Spectrum and Ram 50 introductions will occur during the traditional October new-car period, other introductions occurred last spring.

Radio has become an important tool to support the new cars, sources said. Radio advertising offers great flexibility and can be used to build frequency quickly.

The Dodge Ram 50 buy is the largest radio buy that Dodge has made in a year.

The campaign, which will break this month, "is geared to take on the imports," said Gene McCarthy, executive media director at BBDO, Southfield, Mich., which handles Dodge.

Dodge decided to build heavy frequency for the car over a four-week period and believed radio could best be used for the effort.

Dodge's return to radio, like Chevy's, illustrates an effort to reach a youth market.

Like Chevy, Dodge deemphasized radio after the car market began to boom two years ago.

"You have to remember that Chrysler has always been responsive to radio, and during the tough days it spent a lot on the medium," Mr. McCarthy said. However, he said, when the climate improved, more money shifted to spot tv at the expense of radio.#

Remedy

(Continued from Page 6)

homeopathic product each year for the next seven years to its list of advertised remedies.

"There's really no equivalent to Oscillococcinum in the [over the counter] market," he said. "We are seeking to fill a void, not take business from other companies."

Mr. Borneman said his company considered changing the product's long, tongue-twisting name.

But it concluded that even if consumers couldn't remember how to say it, the difficulty would help them remember the product, and they could describe the product well enough to the retailer to ask for it.

"At worst, it's funny, entertaining, intriguing—rarely offensive," he said.#

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